

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 08-076706

(43)Date of publication of application : 22.03.1996

(51)Int.Cl.

G09F 19/00
H04B 7/26

(21)Application number : 06-238657

(71)Applicant : NIPPON TELEGR & TELEPH CORP <NTT>

(22)Date of filing : 07.09.1994

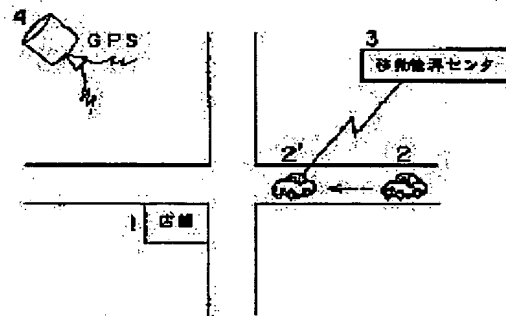
(72)Inventor : SUZUKI TATSURO
TSUKADA SEIJI
KISHIDA KATSUMI
SAKAI KAZUO

(54) ELECTRONIC ADVERTISEMENT METHOD AND DEVICE

(57)Abstract:

PURPOSE: To make it possible to make effective advertisement by adopting a constitution to transmit electronic advertisements only to the moving bodies near stores.

CONSTITUTION: The respective moving bodies 2 of an advertisement signal reception mode periodically detect their own positions by using GPS 4 for position detection and transmit their position information to a movement management center 3. This movement management center 3 detects the changes in the positions by each of the registered moving bodies 2 and detects present areas, progression routes (roads) and progression directions. The movement management center 3 classifies the obtd. information by each road and area and manages the information table together with the telephone numbers of the moving bodies. The movement management center 3 informs the corresponding registered stores 1 of the ID information (telephone numbers, kinds of vehicles, etc.) of the approaching moving bodies 2 meeting the previously assigned conditions. Further, the registered stores 1 transmit the electronic advertisement information (store names, prices, service features, navigation map information, etc.) to the moving bodies 2 successively approaching their own stores by signal transmission using the previously obtd. IDs.



LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

* NOTICES *

JPO and INPIT are not responsible for any damages caused by the use of this translation.

1.This document has been translated by computer. So the translation may not reflect the original precisely.

2.**** shows the word which can not be translated.

3.In the drawings, any words are not translated.

CLAIMS

[Claim(s)]

[Claim 1] In the electronic advertising approach of transmitting advertising information from the source of advertising dispatch to a mobile Detect the location of said mobile and the identification number of the mobile which is within a predetermined distance to said source of advertising dispatch is detected using the detected positional information. It is the electronic advertising approach characterized by disseminating advertising information from said source of advertising dispatch on radio based on an identification number to the mobile concerned, and for the mobile concerned receiving the advertising information, and transmitting advertising information from the source of advertising dispatch only to the mobile within a predetermined distance.

[Claim 2] The source of advertising dispatch which is connected to a public correspondence network and sends an advertisement to a mobile by wireless, The mobile which is connected to said public correspondence network by wireless, and has an identification number, It has a location detection means to detect the location of this mobile, and the migration management center which collects the locations of the mobile detected by the location detection means by transmission from the mobile concerned. When this migration management center notifies the mobile which is within a predetermined distance to the source of advertising dispatch to the source of advertising dispatch concerned, the source of advertising dispatch concerned is electronic advertising equipment characterized by transmitting advertising information to the mobile concerned based on the identification number of the mobile concerned.

[Translation done.]

* NOTICES *

JPO and INPIT are not responsible for any damages caused by the use of this translation.

- 1.This document has been translated by computer. So the translation may not reflect the original precisely.
- 2.**** shows the word which can not be translated.
- 3.In the drawings, any words are not translated.

DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Industrial Application] This invention relates to the method of transmitting information to a mobile of approaching toward this store, from the source of advertising dispatch, for example, a store. To those who possess a personal digital assistant and pass by a store front, and the vehicle which approaches a store along a road, this invention can be applied, when transmitting the advertising information on a store.

[0002]

[Description of the Prior Art] Conventionally, the transfer approach of the advertising information by communication link is asked to a store from a visitor's way, or the method of specifying the telephone number or a personal number regardless of the location of a mobile is performed from the store.

[0003] Therefore, a communication link was not able to be performed from a store only to the mobile which sends an advertisement and is a partner [effective], i.e., store near, and the mobile which is approaching a store further.

[0004]

[Problem(s) to be Solved by the Invention] The purpose of this invention solves the above-mentioned conventional trouble, detects the mobile approaching a store, and is to offer the approach of transmitting an electronic advertisement from a store to this mobile.

[0005]

[Means for Solving the Problem] In the electronic advertising approach that the description of this invention for attaining said purpose transmits advertising information from advertising dispatch Hara to a mobile Detect the location of said mobile and the identification number of the mobile which is in a predetermined distance to said source of advertising dispatch is detected using the detected positional information. Based on an identification number, advertising information is disseminated from said source of advertising dispatch on radio to the mobile concerned, and the mobile concerned receives the advertising information and is in the electronic advertising approach of transmitting advertising information from the source of advertising dispatch only to the mobile within a predetermined distance. In addition, an advertisement shall mean not only the advertisement for advertisement and sale but general signal transduction here.

[0006]

[Function] Using a means to detect the mobile which is approaching a store in the electronic advertising service which disseminates advertising information electronically from a store from change of the positional information, and moving trucking (road) information, this invention gets to know the ID (telephone number), is performing an electronic advertisement only to this mobile, and advertises more effectively.

[0007] The migration direction of a mobile can be searched for by collecting the positional information of a mobile

periodically. It can ask for moving trucking from the location of a mobile and the migration direction, and road map information. From moving trucking and the positional information of a store, the mobile approaching a store and its communication link ID can be known. It becomes possible to perform effective advertisement by transmitting an electronic advertisement only to the mobile approaching a store.

[0008]

[Example] Drawing 1 is the outline configuration of the system in one example. As for the store where 1 performs advertising dispatch, the mobile (reception refusal is also possible by the mode) which 2 can advertising receive, and 3, a migration management center and 4 are infrastructures for location detection, such as GPS.

[0009] Drawing 6 is a detailed system configuration in an example. In drawing 6, 1 is a store and has a communication device and an electronic advertising sender. 2 is a mobile and has location detection equipment, and an electronic advertising receiving set (it has the ready for receiving/improper mode) and a mobile communication device. 3 is a migration management center and has a store database, a mobile management database, approach mobile detection equipment, and a communication device.

[0010] The example of a gas station advertisement explains the outline of service.

[0011] The outline of the service seen from the mobile is as follows.

[0012] (1) Each mobile sets the advertising receiving set of a mobile as the advertising receive mode to supply with oil from now on in a gas station (10).

(2) From two or more gas stations which exist in the direction of an advance path of the mobile, electronic advertising information is sent to the mobile using mobile communications.

(3) The user of a mobile chooses the gas station suitable for conditions, does a penetration halt according to advertising information, and receives service.

[0013] Drawing 4 and drawing 5 explain the flow of actuation of a system.

[0014] Drawing 4 shows the information flow exchanged actuation of a mobile, a migration management center, and a store, and in between.

[0015] Drawing 5 describes the detailed contents of each information shown by drawing 4.

[0016] (1) Each advertising dispatch store 1 registers a self-location, store classification, and the range for an advertisement (area assignment, direction assignment, type-of-a-car assignment) into the migration management center of 3 (12).

(2) If each mobile 2 becomes the advertising receive mode (10) by setup of a user, it will register Self ID (telephone number) into the migration management center 3. In addition, registration is deleted when the receive mode is ended.

(3) Each mobile 2 of the advertising receive mode detects a self-location using 4 periodically, and transmits this positional information to (16) and the migration management center 3.

(4) The migration management center 3 detects change of a location for every registered mobile, and detects the present area, and an advance path (road) and a travelling direction. Even if it is keeping away in position coordinate according to the deflection condition of a road at this time, it may be considered that it is approaching (drawing 2).

(5) The migration management center 3 classifies the information acquired by (4) for every road and area, and manages it on a table with a mobile radiotelephone number (drawing 3).

(6) The migration management center 3 notifies ID information on the approach mobile corresponding to the conditions specified by (1) (the telephone number, type of a car, etc.) to the corresponding registration store 1.

(7) The registration store 1 sends to the mobile 2 approaching a self-store using ID obtained by (6), and transmits electronic advertising information (a store name, a price, the service description, navigation map information, etc.).

[0017]

[Effect of the Invention] Since this invention transmits an electronic advertisement only to the mobile near the store as explained above, effective advertisement can be performed.

[Translation done.]

* NOTICES *

JPO and INPIT are not responsible for any damages caused by the use of this translation.

1.This document has been translated by computer. So the translation may not reflect the original precisely.

2.**** shows the word which can not be translated.

3.In the drawings, any words are not translated.

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] The outline configuration of the system by the example of this invention is shown.

[Drawing 2] The relation of the deflection of a position coordinate and a road is shown.

[Drawing 3] The management information of a migration management center is shown.

[Drawing 4] The flow of actuation of this invention is shown.

[Drawing 5] The detailed contents of each information are shown.

[Drawing 6] The system configuration by this invention is shown.

[Description of Notations]

- 1 Store
- 2 Mobile
- 3 Migration Management Center
- 4 Location Detection Means

[Translation done.]

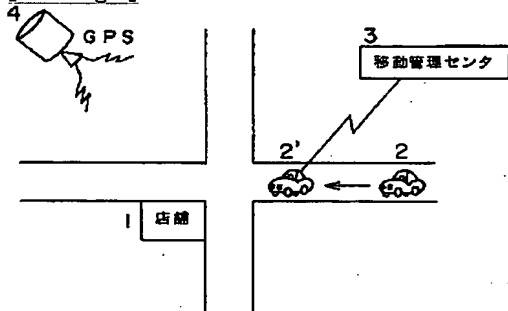
* NOTICES *

JPO and INPIT are not responsible for any damages caused by the use of this translation.

- 1.This document has been translated by computer. So the translation may not reflect the original precisely.
- 2.*** shows the word which can not be translated.
- 3.In the drawings, any words are not translated.

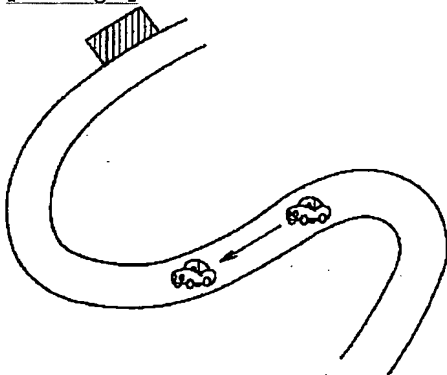
DRAWINGS

[Drawing 1]



本発明によるシステムの概要構成

[Drawing 2]

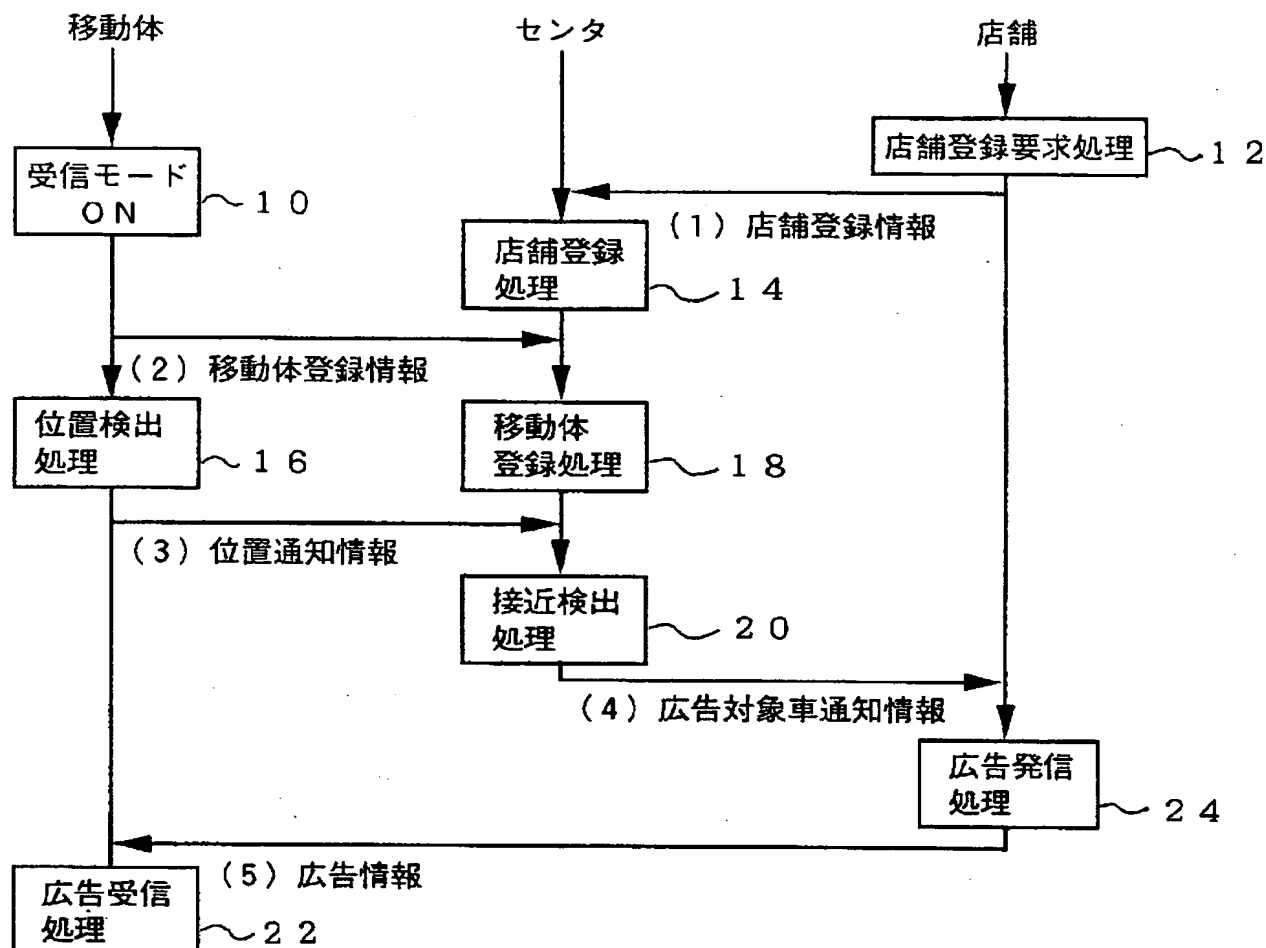


道路マップ情報を用いることで座標的に遠ざかっていても近づいているとみなす例

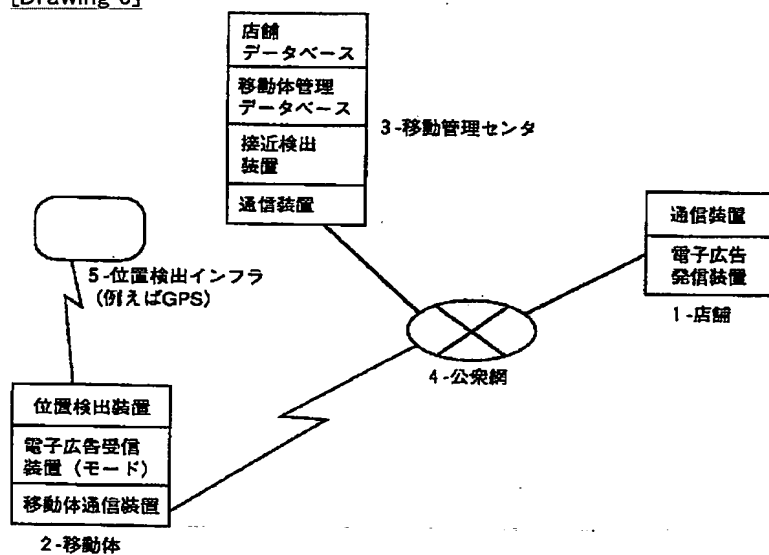
[Drawing 3]

| | | |
|-----------------------|-----------------------|-------|
| 134号線 横須賀エリア 上り | 134号線 横須賀エリア 下り | |
| 123-4567 | 321-7654 | |
| 987-6543 | 789-3456 | |
| | | |

[Drawing 4]



[Drawing 6]



[Drawing 5]

(1) 店舗登録情報

| |
|------------------------------|
| 緯度・経度 |
| 店舗種別 (ファミリレストラン) |
| 電話番号 |
| 対象エリア指定 134号線横須賀エリア |
| 対象車種指定 自家用車、トラック 上り線のみ |

(2) 移動体登録情報

| |
|---------------|
| 緯度・経度 |
| 車両情報 (車種、人数) |
| 電話番号 |
| 対象業種 レストラン |

(3) 通知位置情報

| |
|-------|
| 緯度・経度 |
| 電話番号 |

(4) 広告対象車通知情報

| |
|---------------|
| 電話番号 |
| 車両情報 車種・人数 |
| 緯度・経度 |
| エリア情報 |

(5) 広告情報

| |
|---------------|
| 店舗名 |
| 分類 (レストラン) |
| サービスメニュー |
| ナビゲーション 情報 |

[Translation done.]